THE ASIA FOUNDATION

A STATEMENT OF
THE FOUNDATION'S PURPOSES
AND ACTIVITIES

THE Asia Foundation is a non-political, non-profit organization incorporated under the laws of the State of California. Its main office is located in San Francisco, with a branch office in New York City. Representatives are maintained in a number of Asian countries.

The Foundation was organized in March, 1951, by a group of San Francisco citizens as the Committee for Free Asia. In October, 1954, its Articles of Incorporation were revised and its name was changed to reflect the organization's development and the Trustees' conviction that there exists a continuing need for the type of activities in which it engages.

The Foundation therefore invites the continued support of Asians and Americans in the promotion of its purposes as set forth in its Articles of Incorporation:

- a. To make private American support available to individuals and groups in Asia who are working for the attainment of peace, independence, personal liberty, and social progress.
- b. To encourage and strengthen active cooperation, founded on mutual respect and understanding, among voluntary organizations—Asian, American, and international—with similar aims and ideals.
- c. To work with other American individuals and organizations for a better understanding in the United States of the peoples of Asia, their histories, cultures, and values.

T IS often said that Asia today is in ferment. This ferment is only partially political. To be sure, six hundred million Asians, a fourth of the human race, have entered the community of independent and democratic countries since World War II. But the political independence only one aspect of the renaissance that stirs them. They want for themselves and their children not merely national dignity, but increased personal dignity and increased material opportunities. They know that these goals are not automatically reached by the formal achievement of independence nor attained without continuous struggle.

They need, as we did almost two hundred years ago, the time within a framework of peace to grapple successfully with the massive problems that challenge their ability and test their determination at every level of existence.

They also need assistance. They recognize that no country in today's narrowing world can solve its problems in isolation. They want and welcome assistance given with understanding and respect. But they, as we, resent outside interference in their internal affairs. They oppose the encroachment of totalitarian ideologies and movements, and they resist any attempts to reimpose colonialism.

Differences of opinion exist and will continue to exist among the Asian nations and between them and the United States on many of the world's problems. They cannot be ignored. Although natural, especially among free societies of diverse cultures, such differences breed misunderstanding and suspicion. They should not be permitted, however, to obscure the large and widening areas of common Asian-American aspirations and interests. We should welcome the renaissance in Asia. Its vast potentialities in the realm of thought and action are of great significance to us all.

We should not forget that the peace, social progress, national and human dignity which the free nations of Asia seek with renewed vigor are precisely the things for which the United States has long stood. As an American organization, therefore, The Asia Foundation believes in the right of the peoples of Asia to fashion their own destinies free of foreign domination or subversion.

THE problems of Asia spring from a meeting of the old and new, from the need to reconcile the truth of the East with the truth of the West. They are problems of adjustment and adaptation, problems which are not confined to eradicating poverty and disease, but involve the mind and the spirit as well. Similarly, we should not think only in terms of providing material aid and technical skills. Necessary as these are, assistance in terms of increased human understanding and moral encouragement is often more important.

The Foundation thus offers to help those groups and individuals who are promoting the manifold aspects—spiritual, civic, economic artistic, social and educational—of the Asian renaissance. Its aid is private. It seeks to encourage voluntary activity, believing that action by individuals working as private citizens is a fundamental requisite of democratic societies.

Its programs are developed in response to the needs of the countries of Asia based on requests made to the Foundation's representatives in these countries.

Education, for example, being a principal concern of these countries, the Foundation cooperates with educational institutions in furthering their functions as centers of learning and in the development of these institutions to meet more fully the needs of the entire community.

This assistance to education includes such measures as the award of scholarships and fellowships, and the establishment of teacher-training institutions. Other projects are designed to aid the diffusion of modern educational theory and practice, appropriately adapted to local conditions. The Foundation encourages student campus activities such as dramatic, radio, and debating clubs, or the publication of teacher and student magazines. It assists the exchange of teachers and students between the countries of Asia, the development of libraries, and the support of rural and urban youth groups.

THE Foundation also sponsors *The Asian Student*, a weekly newspaper written and edited by Asians and widely circulated among students from Asia in the United States. *The Asian Student* provides its readers with the latest news from Asia, serves as a forum for Asian student opinion on current issues, and promotes both intra-Asian and Asian-American understanding. The paper's second annual essay contest on "Intra-Asian Understanding" attracted student participants from thirteen Asian countries attending twenty-eight American universities and colleges.

WHILE encouraging the development of efforts to eliminate illiteracy, the Foundation also helps to stimulate the development of Asian arts. It assists organizations in doing this through prize awards for outstanding works, advance royalty guarantees, fellowships, travel grants, and other means.

Also given support are publishing programs which encourage the writing, publication and distribution of Asian books. In assisting publishing programs in Asia, the Foundation subscribes to the Asian belief that these programs help generate the exchange of ideas and experiences within Asia.

CIVIC organizations, whose activities lead to greater citizen participation in programs benefiting their communities, constitute another field of Foundation interest. The Seeds for Democracy project is an example.

The Foundation (then the Committee for Free Asia) assisted initially by coordinating the collection of vegetable seeds by American civic organizations and individuals for distribution to farmers in the Philippines by a few Filipino groups. The flow of seeds became so great that more volunteers were needed to handle the distribution. Consequently, a Philippine Seeds for Democracy Council was formed. Twelve nation-wide Filipino civic and social organizations, most of which had never worked together previously, joined the Council and began to cooperate. Most of them were urban groups which had never before worked together on a rural action program. They received local support for their activity through a radio program that provides farmers with vital information on farming techniques, community work centers, and the building of fish ponds as a source of supplementary food. A major American business firm undertook to sponsor the radio program as a public service. The Philippine Air Lines transports hundreds of thousands of seed packages without cost to rural communities.

The benefits are twofold: first, urban organizations are linking themselves to farm communities; and second, civic groups are learning the importance of unified action. Private organizations in Burma, Ceylon and Pakistan have become interested in adapting this pattern of a rural action program and this concept of coordinated civic activity to their local needs.

COOPERATION with other civic groups in various countries has contributed to: a women's organization spreading knowledge of domestic skills; a women's association helping destitute refugees help themselves; a training program for community development workers; a film society to promote the use of films by community organizations; a council to increase public interest in world affairs; an association of private broadcasters to promote improved broadcasting standards and public service programs; and the establishment of community centers.

In THE United States the Foundation works increasingly with other institutions and groups interested in Asia. This cooperation stems from the belief that Asian-American understanding is a two-way affair in which the Foundation can be a helpful intermediary. This role has led to different types of activities, including the obtaining of grants or technical advisers for Asian organizations and the providing to the National Association of Educational Broadcasters of a series of radio programs, made in Asia and featuring Asian leaders, for its some sixty member radio stations.

The Foundation has also worked with other American organizations in organizing conferences and seminars on Asia and in encouraging the exchange of educational publications on a personal basis between American professors and students and their counterparts in Asian universities.

THESE are a few of the Foundation's widening range of activities. They represent a contribution which private American effort can make to the strength and stability of nations and to their mutual understanding and cooperation. It is a contribution whose importance lies in the chain of action it starts, the faith it engenders, the strength it develops.

CURRENT PUBLICATIONS

"THE ASIAN STUDENT," weekly newspaper, 39 issues per year, \$2.

"INTRA-ASIAN UNDERSTANDING," booklet. Reprints of "THE ASIAN STU-DENT'S" prize-winning essays, 10 cents per copy.

BRIDGES OF UNDERSTANDING

"More people live in Asia, in closer world. By virtue of their numbers alone they constitute a rich resource for the rest of the world. Their capacity for growth is enormous. Their capacity to contribute either destructively or constructively cannot yet be even dimly perceived. Their capacity to cooperate on world problems will, I am positive, be stupendous.

"Therefore, in the particular and of course unique period in history in which I live and in which I contemplate the probable history of my nation and the world, I am more inclined than I would have been at any previous time in history to build bridges of understanding between America and Asia. I never forget that in this interchange America is in a strong position to give Asia much; but the longer I live in Asia the more convinced I am that this great continent can also give us much."

-JAMES A. MICHENER

WHAT YOU CAN DO

Bridges of understanding cannot be built by governments alone. They require the imaginations and energies of private individuals and groups. Working together in a spirit of equality, the free and responsible citizens of Asian countries and the United States can further the attainment of their common aspirations. Each one of us bears a measure of responsibility in this cooperative effort.

You, as an American, can promote understanding by learning more about the peoples of Asia, their histories, cultures and values. You can advocate and support programs on Asian affairs by organizations in which you are a member. You can urge your organizations to cooperate with their Asian counterparts. You can also make contributions to assist this Foundation's activities. As a non-profit organization, we depend on contributions and grants from individuals, civic organizations, foundations, trusts, and corporations to carry on our activities. Contributions are tax deductible.

Chairman Board of Trustees

Additional copies of this brochure and further information may be obtained upon request from THE ASIA FOUNDATION 105 Market Street, San Francisco 5, Calif.

THE ASIA FOUNDATION

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165 Church Street - New York

WORCESTER, MASS. TELEGRAM Circ. D. 54.143 - S. 104.048

JAN 17 1954 STUDIO SHORTS

By DONALD F. WILLIAMS

which has come up with several fine program series on the Reports," compiled in a four-month tour of that continent by Robert Goralski, a staff member of the Committee for Free Asia, which co-operated in preparing the shows.

Goralski tape-recorded interviews and discussions with leaders in countries ranging from Korea and Japan to Indo-China, Malaya and Pakistan.

Lucators, economists and historians of each nation were participants. The National Association of Educational Broadcasters which has come up with several fine program series on the

participants.

Customarily the NAEB programs are heard first in this area on such educational sta-tions as WGBH, the Lowell In-stitute's FM station in Boston. Afterward they are released for commercial-station use on a sustaining basis.

A new weekday series by church laymen on "What My Religion Means to Me" will be-gin tomorrow morning on WORC in cooperation with the Greater Worcester Council of Churches. Heard weekdays at 11.55 a. m., the program will have for its first week's guests: Wonday, Mrs. Asa M. Parker, Pilgrim Congregational Church, Tuesday, Mrs. Clarence W. Bolster, Pilgrim Congregational; Wednesday, John S. Tomajan, First Unitarian; Thursday, jan, First Unitarian: Thursday, Mrs. Elizabeth M. Brevard, St. Andrew's Methodist, and Fri-day, Carl B. Adlerz, Greendale People's.

Winter vacation? Hardly that for WTAG's Julie Chase and husband Andy Fuller. They're going to spend this week paint-ing their new Holden home, where they've been doing much of the work themselves. Guests today on Meet the Fullers will be two interior decorators, Miss Ann Sahigian and Mrs. Rein Bergen.

Subbing for Julie on the morning - and - afternoon editions of Julie 'n' Johnny will be Nancy Woods, wife of the a. m. d. j. Nancy pinch-hits regularly for Julie and also for Lyda Flanders, Modern Kitchen hostess, when the latter vacafions

New music show afternoons on WAAB, starting tomorrow, will be Record Hop, (1.45-2.30 p. m.), featuring Ed Broughey,

a Milford native, who's returned to his home state after radio work at WEEI, Boston, and WTOP, Washington. His predecessor, Lace, is to do a television show on WWOR-TV-

High school guests on John Bassett's 1230 Club. (weekday afternoons, WNEB) are happy these days: with the addition of a new sponsor, bakery products are served, along with the beverage of another advertiser, All John needs now is a hotered manufacturer. rod manufacturer.

Three new programs starting tomorrow morning between 11 and noon on WORC: Grand Central Station (11-11.25), Modern Romances (11.25-11.40) and Ever Since Eve (11.40).

"Hello John Woods, this is everybody speaking." That was the WTAG announcer's first and most memorable radio offuff." The music man will devote his Sunday Story this afterernoon (4.30) to some of the more humorous mistakes made on the air by various personalities.



PRESS CLIPPING BUREAU 165 Church Street - New York

RADIO DAILY NEW YORK, N. Y.

JAN 19 1954

Educational Program On Asia Issued By NAEB Presenting the problems and cul-

tural life of the varied countries of Asia, the National Association of Educational Broadcasters has readied a new series of half-hour programs, "Asia Reports." Featuring on-the-spot interviews and discussions from 10 Far Eastern countries. The series has been produced by the NAEB in conjunction with the Committee for Free Asia, Inc. Twenty-three of the projected 39 programs in the series are being distributed to member stations this week.

Robert Goralski, staff member of the Committee for Free Asia, is both interviewer and moderator for the series. He spent four months touring Japan, Korea, Taiwan (Formosa), Hong Kong, Thailand, Indo-China, Indonesia, Malaya, Pakistan and Ceylon, tape-recording interviews and round-table discussions with outstanding leaders of the re-

spective countries.



PRESS CLIPPING BUREAU

Broadcasting-Telecasting WASHINGTON, D. C.

JAN 25 1954

interviewer and moderator

NAEB Readies Asia Series TOTAL of 23 of a projected series of 39

101AL of 23 of a projected series of 39 programs in which outstanding Asian leaders and personalities discuss their culture, history, aspirations and economic and social conditions are slated for distribution to member stations of the National Assn. of Educational Broad-

of the National Assn. of Educational Broadcasters' tape network.

The series of half-hour programs, featuring on-the-spot interviews and discussions from 10 Far Eastern countries, was produced by the NAEB in cooperation with the Committee for Free Asia Inc. and was announced last week by NAEB President Graydon Ausmus. Series is titled Asia Reports. Robert Goralski, a staff member of the Committee for Free Asia, is SAN FRANCISCO OFFICE 105 MARKET STREET NEW YORK OFFICE 270 PARK AVENUE



TEL.: 27-5116/9 CABLE ADDRESS FREEASIA

room 411-412 nikkatsu international building 1, yuraku-cho, tokyo June 9, 1953

Dear Frank:

This Committee's policies change with every full moon. After the "realignment" of the radio division, they've okayed a proposal to send me around to all the capitals of Asia (Manila excepted) to do the proposed series on Asia and its problems.

All of which means the NAEB, if still willing, can get these programs along the lines of correspondence of late. I can only presume the trek will start sometime in July, though it won't be until August that the programs will start flowing to you. My gawd, I hope you still want them!

One of the big bosses came out here Saturday from San Francisco and told me to get ready to fly around for about six months. Marg and I were all set to plunk down all the dough needed to get us to Europe. As is always the case in this accursed organization, they gave me no further details. Marg is going with me, whatever they decide to do about paying her freight. It would be an impossibility to maintain a house in Tokyo (or any city in Asia) and get along on what they offer in per diem money. This jaunt, I am told, can develop into a permanent "roving assignment" for me, though I'm not too sure I'll enjoy suitcase living for any extended period of time.

I presume the Committee will contact you just as soon as I iron out some bugs in the original itinerary, like the elimination of the Philippines, where the Committee got into a row by way of manipulations with the Magsaysay group.

NBC and the foreign diplomats in Tokyo are most pleased with the idea. I might add that NBC is Folster, who has offered us his correspondents as moderators, plus his friends with CBS and the agencies in the other parts of theworld. The foreign diplomats have assured us of support, even rugged Indonesia, though anything can happen to those people.

I'm enclosing the stamps I forgot to enclose in the last letter. By the time this tour is completed, we'll have you and yours well supplied with stamps.

Maggie sends her love.



National Committee for a Free Europe, Inc.



,110 WEST 57TH STREET

NEW YORK 19, N. Y.

TELEPHONE PLAZA 7-7600

CABLE ADDRESS: NATFECOMM

June 29, 1953

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Mr. Frank E. Schooley Station WILL Univ. of Illinois Urbana, Ill.

Dear Mr. Schooley:

We recently contacted Mr. A. J. Skornia, Executive Director of the National Association of Educational Broadcasters to say that we would make our magazine News from behind the Iron Curtain available to the active membership as a help in building programs. We distribute the magazine gratis to American press and radio for re-use, and to others especially interested in the Communistdominated countries of Central and Eastern Europe.

The magazine is written from material gathered primarily for Radio Free Europe broadcasts. Our exile staff translates about 300 newspapers and periodicals from the satellite countries every week, and we monitor 22 Communist radio stations daily from several different points in Europe. In addition, we use refugee reports.

At Mr. Skornia's suggestion, we have added your name to the mailing list both for the magazine and for weekly releases which we issue. releases are human interest items suitable for feature stories on a newscast.

We are acting on the theory that an informed American public is better able to resist the spread of Communism here. From the reaction we have had from the press and radio, we find that there is a genuine interest in the satellite area on the part of the American public.

We hope that you will be able to use this material, and that you will give us your comments on it.

Very sincerely yours,

Rita Whearty Research and

Publications Service

RW/gr Encl.

NATIONAL COMMITTEE FOR A FREE EUROPE



weapon

in the struggle for freedom

The National Committee

- In Communist Hungary the State always comes first. A parish priest committed the "unthinkable crime" of telling the local peasants to provide for their families' rations before meeting the obligatory State delivery quotas. He was sentenced to 19 months' hard labor and a heavy fine.
- A 25 year old law student named Ivan Pluhar escaped last fall from Czechoslavakia's notorious Jachymov uranium mines. His story of brutality and torture with "electric slippers," the "steel headband" and worse depicts a hell on earth.
- The Boy Scouts in Poland are told to honor Pavlik Morozov as a "Soviet hero." Why? Because Morozov denounced his parents to the secret police for hiding grain. They were arrested and deported.
- On July 20, 1951, a Hungarian mother and her 4 year old son, Karoly, reported for a medical check-up at the Rakosi State Kindergarten. On arrival, she was told that she had been selected as a "volunteer" for a labor battalion and that she would have to "transfer" her son to State care. She was then given 3000 forints (about \$60) and told to sign a receipt "renouncing all rights" to her child. A few weeks later she threw herself before an oncoming train.

These are true examples of what Communism in practice means. They provide the most eloquent reason why the National Committee for a Free Europe was formed.

The Committee began work in 1949, when a group of private citizens joined together for positive action against Soviet enslavement. It concentrates its efforts on the 100 million Central and Eastern Europeans

today living under inhuman conditions of force and fear. This tyranny, imposed by Soviet Russia in flagrant violation of her solemn guarantees, precludes the enduring world peace desired by free men everywhere. The National Committee is the American people's answer to the Kremlin's despotic rule.

A Program of Action

The Committee seeks:

To pierce the Iron Curtain with messages of moral and practical value through the facilities of Radio Free Europe, thus taking the fight to the enemy's camp.

To build for the future by educating young refugees from Communism and to preserve the cultural heritage of the past which the enemy seeks to destroy.

To develop political unity and a dynamic platform of aims and principles among the exile groups.

To assemble and distribute knowledge about current conditions in the captive area.

To create active public support, both moral and material, for these activities.

The Record to Date

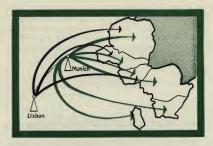


RADIO FREE EUROPE

Radio Free Europe is a forceful warpon in the battle for men's minds. It shatters the isolation which the Kremlin seeks to impose on the people of Czechoslovakia, Hungary, Poland, Albania, Bulgaria and Romania. As a private station unhampered by diplomatic considerations, it hits hard. Over

RFE, exiles from the prisoner states speak directly to their countrymen behind the Iron Curtain.

In two years RFE's program schedule has grown from 7½ hours to a daily total of 57 hours. RFE is in direct competition with the domestic Communist stations in its target countries. Five transmitters have been erected in Germany, 5 in Portugal and 4 more will soon be installed. The largest is 14 times more powerful than the strongest U. S. domestic station.



What does Radio Free Europe say? Through exile voices RFE uses information, exposure and ridicule to undermine the enemy's morale and authority. It identifies police informers and denounces brutality. It spikes Red propaganda and spreads news the Soviets would rather have suppressed.

RFE does more. Through cultural, religious and educational programs it helps meet the spiritual and intellectual needs of its listeners. Through broadcasts to youth it stimulates their moral resistance to the

poisons of Communism.

The Communists, revealing their fear and vulnerability to the truth, react violently to RFE with noisy jamming and angry refutations. They will be hit still harder as RFE's "Freedom Network" is extended.

2. INTELLECTUAL COOPERATION

The exiles possess important intellectual resources. While the Communists press to destroy the native cultures of the captive countries, the Division of Intellectual Cooperation nourishes these cultural values in the free world.



The Free Europe University in Exile is an exciting and dynamic part of this effort. FEUE provides 200 carefully selected young refugees with board, lodging and special seminars in their own tongues. It also enables them to attend the famous French University of Strasbourg. The Communists angrily denounce the project as a "school for spies." They fear the very existence of these students who have sought asylum at FEUE to build together their own futures and, perhaps, the futures of their nations.

Intellectual Cooperation includes many other projects of long-range importance. It provides scholarships at American and European universities for 85 students from Central Europe who are also pledged to return after their homelands regain independence. It prepares textbooks to fill the educational vacuum that will exist after liberation. It undertakes research projects to supply the intellectual and factual background for the eventual reorientation of the captive area. It maintains current records of Communist publications and of the

evolution of Communist law.

3. RESEARCH & PUBLICATIONS



All the Committee's activities require precise knowledge of current conditions in the captive courtries. To meet this need the Research and Publications Service is charged with assembling and distributing all

available data on the target area.

Information is derived from five primary sources: a) 300 Communist newspapers and periodicals, b) 40,000 words per day of refugee interviews, c) monitoring 22 Satellite radio stations, d) 10,000 books and publications and e) reports derived from exile sources. The RPS files contain over a quarter of a million items of information from these sources.

Vital to the Committee's internal operations, this information also reaches the American public by special requests and through press and radio. A monthly magazine, News From Behind The Ison Curtain, is widely distributed to universities, libraries, information media and other groups. Over 175 re

search studies on Communism and several pamphlets containing documented accounts of Soviet oppression have been made available. Eleven foreign language magazines are sent to exile groups in 52 countries.

4. EXILE RELATIONS

Close association with the political and intellectual leaders who have escaped through the Iron Curtain is fundamental to the Committee's efforts. These men stand as symbols of hope and encouragement to their enslaved countrymen. Cooperation with them is the prime task of the Division of Exile Relations, seeking to promote political unity within various exile organizations and, above all, to help them develop a dynamic, progressive platform of aims and principles.

To advance this effort National Councils or Committees have been formed, composed of political leaders of dignity and stature capable of marshalling the forces of the emigration against the common enemy. Recognizing the right of the captive peoples ultimately to select their own leaders, these groups do not purport to be "governments in exile." Rather, their mission is to develop a balanced ideological program to help the



Committee speed the day when democracy can be restored to their homelands.

With the help of this division 200 exiled leaders of ten Communist countries recently framed a document of historic importance. The "Declaration of the Aims and Principles of the Central and Eastern European Peoples," signed February 11, 1951 at Independence Hall, Philadelphia, represents a ringing challenge to Soviet imperialism.

Another example of exile statesmen acting in concert occurred at Williamsburg, Virginia, on June 12, 1952. On this anniversary of the signing of the Virginia Bill of Rights, the exiles reaffirmed their dedication to the principles of individual liberty proclaimed here in 1776.

The Crusade for Freedom



Through the Crusade for Freedom, organized in 1950 by General Lucius D. Clay and now led by Henry Ford II, the American public actively participates in the Committee's work. In two years 25,000,000 Americans have given several million dollars to help set up and expand Radio Free Europe's facilities.

In 1950 the Crusade installed in Berlin the famed Freedom Bell, symbol of the Committee's efforts to restore liberty to the oppressed. The dedication of the Freedom Bell was witnessed by 400,000 Berliners, 100,000 of whom risked the trip from the Soviet sector. At the end of each RFE program four notes of the bell are heard, with the words: "That was the Freedom Bell to remind you that this is Radio Free Europe."

During the summer of 1951 the Crusade launched a dramatic balloon campaign, distributing millions of leaflets behind the Iron Curtain via the "Winds of Freedom." This daring project infuriated the Communists and forced them to dispatch special squads of security police to pick up the leaflets. It caught the imagination of the free world. Most important, it proved to the subjugated peoples that they are not forgotten by the West.

This year the Crusade for Freedom has intensified its campaign to support the Committee's program of action against Communism. The Crusade has set a goal of \$4,000,000 to increase the effectiveness of Radio Free Europe. It will also give support to Radio Free Asia's efforts to penetrate the "Bamboo Curtain."

Act now. Your help is urgently needed. Send your contribution to Crusade for Freedom, c/o Local Postmaster. Help Truth Fight Communism.

NATIONAL COMMITTEE FOR A FREE EUROPE, INC. 110 West 57th Street, New York 19, N. Y.

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(As of November 1, 1952)

Urbana, Illinois July 1, 1953

AIRMAIL

Mr. Robert Goralski Committee for Free Asia 412 Nikkatsu Building 1 Yuraku-Cho Tokyo, Japan

Dear Bob:

In reply to recent epistles from you, officially, and Maggie, unofficially (and this part doesn't need to go into Radio Free Asia files. I'm only kidding.)

On the new deal (nothing to do with the New Deal), Skornia (that's Harry J. Skornia, new Executive Director, NAEB) has both written and talked to Milt Chase, RFA. What's happened to Jim Day?

Anyway, let's get Goralski started on his junket. Also, let's have Radio Free Asia, and NAEB get together on a joint announcer of Goralski assignment to produce-promote series of programs especially for NAEB Tape Network.

Skornia will handle officially for NAEB, but I'll be in on the know, since I'll be around, and parts of the time handling some things for Harry when he may be out of town.

Had Educational TV Seminar in Madison last week.

Lois Lindsey father died last week sometime.

The Waldens are here on visit, here and in SD.

Thunder and showers have not deterred the coffee drinkers at 9:22 a.m. (He means me - fmh)

This is Ferm's last week; Eloise will be sailing for Japan one of these days.

In planning anything for Pakistan, be sure to keep in mind my friend, Mahmoud Nizami at Karachi. Mahmoud will do anything for you, I'm sure. Give him my regards when you write or see him.

The Illinois anti-TV bill failed in the Senate. Onward, IBA. Oh yeah.

Regards to you, and love to Maggie.

Sincerely,

Frank E. Schooley Manager

FES:fmh

RECENTIFIE ASIA FOUNDATION R 1005 Market Street, San Francisco 5, California • YUkon 2-4640

FEB 23 8 25 AM 1955
WILL & WING February 18, 1955
UNIVERSITY OF ILLINOIS

Mr. Frank E. Schooley Director of Broadcasting Gregory Hall University of Illinois Urbana, Illinois

Dear Mr. Schooley:

Our office in Pakistan has suggested that we write to you concerning our Book Gift Program in the possibility that you may wish to send books to your colleagues in Asia.

On our part, the Asia Foundation is interested in getting a better understanding of current Western thought among professional people in the several countries of Asia. We know from experience that while a book by itself may be effective, a book presented by a friend can have powerful effect among people who have been cut off from the West or have only a distorted picture of us.

We would be happy to defray the costs, up to \$20.00, of books, magazines or journals of your choosing, that you might send your colleagues in Asia, without embarrassing the recipients or causing them to feel overly obligated to you. (In some instances the American donor has expressed an interest in receiving an Asian periodical or pamphlet dealing in his particular field to alleviate any feeling of obligation on the part of the recipient. This procedure, however, is left to the discretion of the donor.) Reimbursement would be made promptly by us on receipt of titles forwarded and names and addresses of recipients.

For your information we are attaching an Asia Foundation background statement and a copy of our book program, in which the above plan is outlined. We would appreciate receiving your thinking in the foregoing plan and any comment you may care to make on the program in general, although if you agree to participate, you may proceed without further communication.

You may wish to inform other colleagues of yours of this plan. Books should be sent in single copies marked "Gift."

Thank you for your consideration.

Sincerely yours Carlton Lowenberg Operations Department

Enclosures

(NOTICE: The following is provided for the information of the addressee only.

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CASE STUDY

BOOK PROGRAM

Introduction

"A book may be as great a thing as a battle." Benjamin Disraeli (1804-1881)

The Asia Foundation believes Disraeli's quotation to be as apt today as it was 100 years ago, if not more so. Because of this belief, the Foundation has accelerated its operations in Asia in the field of books. The data given is for the information of publishers and other interested agencies who, it is hoped, believe as the Foundation does—that an enlightened Asia is America's best ally.

General

Foundation book programs have both long and short-range objectives, determined after an analysis of the requirements has been made in a given Asian country. Programs also are multiple and complex: multiple because of the variety of approaches and conditions; complex because of such factors as the age-old problem (in Asia) of distribution and the danger of being labeled propagandists by countries suspicious of any American assistance, to mention a few.

Policy

The Foundation's general policy is to support Asian groups and incividuals working for Asian objectives which parallel the long-term interests of the free world. Application of this policy in the field of books, therefore, calls for a three-fold action:

Encouraging the writing, publication, and distribution of Asian books which serve the above purpose;

Encouraging a growing exchange of ideas and experience among the countries of Asia through this medium;

Increasing the access of Asians to Western ideas through books.

Emphasis is placed on the first two points, as ultimately being of greater importance and because few other groups are active in this field, and therefore, is the Foundation's main contribution toward overcoming the strong position of communist literature in Asian countries. However, the urgency of the situation in Asia in terms of the communist superiority in furnishing books has caused the Foundation to give more importance to the last point than it originally had plauned.

Operating Methods

These include capital investment, periodic general subsidies, sub-

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sidies for particular books, royalty guarantee plans for authors, or straight subsidy for authors, provision of newsprint, and occasionally guaranteed circulation.

At all levels, the Foundation provides technical assistance, supervision, and encouragement, calculated to stimulate truly Asian effort and to produce a continuing commercial operation independent of outside assistance.

Asian Books in Asian Languages (Except Textbooks)

Cultural

Because of the truism that a cultural heritage can be a most cohesive force in the unification of a nation, the Foundation constantly encourages any indications of a revival in this field, particularly as it applies to literature. Thus, for example, in Korea the Foundation is giving modest, selective assistance to aid authors and publishers to continue work in a period of economic uncertainties. The Foundation also is aiding a publishing company in bringing out a Modern Library Series, consisting mainly of the work of Korean scholars. This will serve the dual purpose of providing Korea with non-communist literature and, at the same time, providing an economically profitable outlet for Korean authors and scholars.

Education

Translation of Asian Books into Other Asian Languages and English

This falls under a long-range Foundation objective of promoting cultural exchange within Asia, particularly in relation to the humanities and social sciences. Books are only one means of pursuing this objective; others include international conferences, travel, international fellowships and scholarships, and international organizations of various sorts. Major obstacles to progress in this category include the present lack of interest among Asians in the culture of other Asian countries and language difficulties. In these circumstances, translation of books from the original Asian language into English for distribution in Asia seems to offer the most promising first step, since English is the most international language in the area today. Publication in English in Asia will have the advantage of keeping the price down, while publication in America may serve to stimulate greater Asian interest and incidentally aid Foundation public relations.

Although this is recognized as an important field for the Foundation, little has been accomplished to the present time. The Foundation is exploring the possibility of establishing a Modern Asian Library which would provide a medium for translation and publication of top Asian writings for distribution in various Asian countries and later, possibly, in the West. The Asia Foundation Hong Kong is assisting to some extent in the publication in America of one Chinese book. Usually, manuscripts with commercial possibilities are recognized by American publishers; the content of most, however, does not justify commercial publication in the United States. The Foundation is also interested in the development of cooperation between Asian newspapers in different countries, possibly through the International Press Institute. This cooperation might be extended into the book field, the first step being serialization of Asian books in various newspapers.

Translation of Western Books into Asian Languages

The Foundation's objective is to help remove obstacles to the trans-

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lation of western books, where this is necessary to advance the Foundation's general program in the country concerned. In Japan, for example, it seemed specially urgent that more worthwhile American books, not likely to become best sellers, become available for translation. Partly for this reason, partly as a means of establishing contacts and good relations with Japanese publishers, the Foundation was instrumental in obtaining rights to about seventy titles for Japanese publishers with the cooperation of various American publishers. Copies of about 200 titles suggested for translation are being sent to Japan.

The Foundation's representative in Burma is interested in a plan for condensation of western political books to be published in Burmese. He believes that the project can be commercially successful if two suitable titles are translated each month. This project is now under study and will be applied to other countries if feasible.

In such projects, the Foundation is interested in achieving results in the most efficient way possible, and for that reason seeks to cooperate with other organizations more directly interested in this field.

Distribution of Asian and Western Books in English

The Foundation is concerned with this problem only where there is a clear and specific need, related to other Foundation projects, which is not being met by other programs.

TEXTBOOKS

The Foundation's interest in the textbook field, in addition to special emphasis on the educational needs of various Asian countries, also includes not only education of children and students, but of adults as well. In the latter case, distribution is often not through commercial channels, but is carried on by the organization responsible for the adult education program.

A series of textbooks (428,000 copies of fifty-eight volumes) have been produced, chiefly for primary schools, designed to replace communist texts; preparation and distribution have been made of a textbook (20,000 copies) in civics; and aid given in the preparation of modern, pro-democratic texts.

The Foundation also is aiding in overcoming the dearth of information and technical literature in one Asian country by supporting the establishment of an educational publishing house, which will concentrate at first on texts for upper schools and books for recent graduates of secondary schools who are unable to make use of text material in English, even when it is available.

In another country assistance was given in the financing of 5,000 copies of a primer for teaching basic literacy. Proceeds from the sale of these primers will be used by the native sponsoring organization to spread literacy on a household-by-household basis. The organization anticipates that it will be able to start 200 schools on the basis of these primers in one year from the beginning of the project in November, 1953.

Libraries

The donation of books as an organizing device, or in such a way as to aid in the development of activities in which the Foundation is interested, is

a very useful method of Foundation support to Asian groups or organizations. The Foundation is not in a position, however, to give substantial help in creating new libraries or in adding to existing ones, except where this is part of an integrated activity supported by the Foundation or seems to play a key role in making possible an undertaking which has substantial Asian backing and support. The Foundation may give support to new libraries in the form of buildings as well as books but will investigate carefully to make sure that there is likely to be enough sustained effort over a period of years, independent of Foundation assistance, so that necessary additions to keep the library up to date can be made. When aiding libraries to procure books, the Foundation tries to do so in the most efficient manner, taking advantage of the facilities of other organizations in the field wherever possible.

In this field, the Foundation assisted a small library for students of the refugee colleges in Hong Kong, which was expanded to become a substantial research library on Chinese culture, fulfilling an important need for the students and intellectual community in Hong Kong and, at the same time, providing a repository for many valuable and important works brought out of China by the refugees.

Aid also was given, in another Asian country, to establish a reading center and lending library. This provided the Foundation with a means of working with an influential Chinese group in that country, enables Chinese high school students and the general public to have easy access to appropriate reading matter, and helps to break down barriers between the Chinese and the native citizens. It is intended that this library will be the foundation of future expansion into larger community libraries with attendant organizational functions.

In addition, books have been provided for small libraries in remote Asian villages; technical and books of political and general interest, in English, have been given to teacher-training colleges and military training establishments; and selected books on world politics, journalism and other fields of writing, as well as aid in building a journalist association head-quarters, have been provided.

Gifts of Texts and Other Study Material in English

Programs in this field are a necessary supplement to efforts to overcome the inadequacies of local publications and international commercial distribution. The Foundation's interest is to encourage and support efforts which are calculated to provide them in an efficient and inexpensive manner. Subsidiary objectives are to stimulate contact between Americans and Asians of like professional interests and to benefit Foundation public relations.

The Foundation is experimenting with a project to assist American professors in sending books in the humanities, social and natural sciences to their colleagues in Asia. The project was conceived originally with respect to Japan but is being applied to all countries within the Foundation's field of interest. The Foundation provides purchase and mailing costs for a limited number of books which are sent by American professors to Asians with whom they have some personal contact. The stimulation of personal, professional contact is an important aspect of the program, as well as the possibility of placing in the hands of key Asians books which relate to their interests and are not likely to be considered propaganda. At present the project is being tried out in cooperation with the University of Washington and Stanford University and is under consideration by the University of California in Berkeley. It

is planned to expand its scope at a later date if this seems warranted on the basis of experience at these three schools.

In the field of used books, the Foundation at present has only one project which was initiated by Shannon McCune, now teaching geography at a Tokyo university. McCune wrote to his fellow geographers in the United States asking them to send texts in that field which he would distribute on a nominal sale or exchange basis. The Foundation undertook to meet transportation costs where necessary. The project has shown a tendency to snowball and has touched off a number of "drives" for books not specifically related to Japanese needs and exceeding McCune's ability to distribute them successfully.

The Foundation feels that the obstacles confronting a general book drive for Asia are insuperable but is attempting through the McCune project and other inquiries in Asia and the United States to see if it is possible to develop a series of individual projects, in which books specifically needed and requested by Asian students and professors can be provided efficiently by an appropriate group of Americans with some assistance and encouragement from the Foundation.

Other Book Gifts

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The Foundation has no general give-away program for books. It finds small gifts of books very useful, however, in establishing good personal relationships, in recognition of services not otherwise compensated, and in other individual cases. As an example, The Asia Foundation-Ceylon has a small fund for the purchase of books, some of which have gone to the Geography Department of the University of Ceylon, some to government probation officers, and some are available in the representative's office. It has been proposed that certain labor leaders be provided with a few volumes that they have requested.

Relations with Other Agencies Working in the Book Field

The Foundation feels there is not necessarily any disadvantage in having parallel operations in the book field being carried on in Asia by American organizations, provided that there is sufficient liaison to ensure that the capabilities of all groups involved are fully used. Where possible, the Foundation urges Asian organizations with which it is working to make use of existing services and facilities rather than duplicate the work of others. In the field of book gifts, especially, the Foundation desires to stimulate and support the efforts of other private groups rather than undertake action programs itself. At the same time, the Foundation maintains sufficient flexibility of action to meet any reasonable need for books related to the Foundation's general program.

The Foundation plans to continue and amplify its work in stimulating the development of non-communist Asian literature. As its relationships with Asian writers, publishers, and distributors in various countries broaden, increased effort will be given to promoting cultural exchange within Asia through translation into various Asian languages and English as well as travel, conferences, and other techniques. The Foundation will continue to regard both gifts and commercial distribution of western books to Asia and the translation of western books into Asian languages as useful techniques to be employed where they contribute to the Foundation's general program.

Scanned from the National Association of Educational Broadcasters Records at the Wisconsin Historical Society as part of "Unlocking the Airwayes: Revitalizing an Early Public and Educational Radio Collection."



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